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TRAVEL AND HOSPITALITY BRANDS' POST-PANDEMIC RESILIENCE STRATEGIES

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Abstract

When the Covid 19 Pandemic broke out, it completely disrupted the travel and hospitality industries as well as a slew of allied ones, such as banking, insurance, advertising, and many more. Travel prohibitions were issued by nearly every country, and big events were cancelled as a result of this. For the foreseeable future, the new normals are here to stay. Industry experts say that the travel and hospitality sector is very resilient, as it is directly affected by shifts in global economic conditions, regional shifts, technological advances, and policy changes. The industry, on the other hand, has the resilience and determination to adapt and make a comeback. For Travel brands, this year's conference, Covid 19, marked a shift in the way they may use consumer data to deliver hyper-personalized, hyper-targeted interactions with the people who will be utilizing their products. Customers, on the other hand, are patiently waiting for things to return to normal before they fly, but they have high expectations for things like safety and cleanliness, frictionless interactions, and easy cancellations. In order to get this industry back on track, innovative recovery tactics are examined in this research paper.

Key words: Travel, hospitality, strategies, recovery, change

Introduction

The Covid 19 Pandemic caused total disruption in the travel industry and all other related industries around the world, including hotels, aviation, banking, insurance, advertising, and many more. The thriving industry came to a halt as a result of travel bans imposed by almost all countries and major event cancellations. The new normals will be with us for the foreseeable future. The travel and hospitality industry is extremely resilient, bearing the direct impact of global economic changes, geographical changes, technological changes, government policies, and so on. However, the industry has the tenacity to adapt and make a comeback. Covid 19 saw the acceleration of digital trends on a variety of fronts, and travel brands are now in a position to become more effective and efficient by using customer data to create hyper-targeted, personalized experiences for their customers. Customers, on the other hand, are waiting for things to normalize before venturing out and travelling, but with new demands for safety and cleanliness, contactless interactions, easy cancellations, and so on. The paper investigates the new recovery strategies that are emerging to get this industry back on track. The current Covid 19 world is struggling to survive, with all countries imposing travel bans. Most countries' governments have discouraged domestic travel, citing the fact that infections increase in number when Covid 19 norms are relaxed. McKinsey, Bloomberg New Economy Forum, and McKinsey & Company published a report titled Fall 2020:

Hotel occupancy in Europe fell by 90% in May 2020 compared to the same period the previous year, and average daily room rates in the Asia-Pacific region fell by 40%. With 80 percent of flights cancelled, the aviation industry struggled to survive. The agony continued: global air passenger volume in August was still 64% lower than in 2019. The cruise industry was nearly completely shut down, and several ships that had resumed sailing were halted due to COVID-19 outbreaks. As of November, Arnold Donald, CEO of Carnival Cruise Line, said, "I'm not an anchor.



A STUDY OF EVOLVING HR INTERVENTIONS PRACTISED BY MNCs IN THE TIMES OF PANDEMIC: A REVIEW

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Abstract

In the times of pandemic, OD practitioners who have been practicing an array of interventions to solve HR related problems and to improve the organization's effectiveness are now thinking differently. Their role as they adjust to social distancing, work from home, and a totally new work environment that they may have never ever imagined, is now a way of life. Along with this change comes a set of new problems related to employees and their families, getting infected, losing lives of their loved ones, isolation at home, and being away from their families for many, health issues, societal issues, losing jobs and so on is making the role of HR more significant and demanding. This paper explores the new thoughts and ideas of Interventions that OD practitioners now believe in and are practicing remotely. The paper also questions the HR intervention efforts in the present circumstances.

Key Words: HR interventions, OD, HR strategies

Introduction

HR Intervention Organisational Development (OD) interventions are sets of structured activities in which selected organizational units (target groups or individuals) engage in a task or a sequence of tasks with goals of organizational improvement and individual development. The Corona Pandemic has disrupted organizations all over the world. To prevent the spread of virus, companies have switched to a remote work model overnight. This was unforeseen and sudden change which left very little to strategize. To prevent the spread of the corona virus, companies have switched to a remote work model at a rate and scale they never experienced or imagined. As face-to-face collaboration is replaced with e-mail and videoconferencing, HR managers have to do difficult work under difficult circumstances, not only are the health of employees a big concern, but also the paper processing of lay-offs in the organisations due to struggling business. The employees who are still with the organisation, it is a difficult task for HR managers to keep them motivated, productive, engaged and connected. Work from Home (WFH) is the new normal of the world today. Industries which never could have had an option of WFH in normal circumstances, have designed methods, processes and systems to do so, which has been a huge challenge. This new normal is predicted to be a way of life in the future.

Activision Blizzard, a video game company based in Santa Monica, California, has moved 99 percent of its 10,000 employees (except janitorial, security and other essential staff) to remote work. "We had a remote-work policy, but, as you can imagine, it was not designed to handle a situation where everybody would work remotely while experiencing the crisis we are in right now," said Claudine Naughton, Chief People Officer at Activision Blizzard. "Our remote policy could not have anticipated that hospitals and health care would be difficult to access as schools and other supporting services have closed. Our policy was not structured to support working from home while employees would be dealing with health-related challenges or caring for their kids or other dependents." This

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Abstract

The pandemic has been a time of immense strategizing, adapting, learning and empathizing, as employees and as organizations. The disruption of these past two years has taught us teamwork in a new light, where, caring, compassion and collaboration are key to achievement of goals. The massive scale of the outbreak and its unpredictability make it challenging for executives to respond and organizations to strategize for expected outcomes. This paper explores how leadership has undergone a shift from conventional to a sensitized version in MNCs in disruptive times.

Key words: Leadership, supportive leadership, complexity, disruption, transformation

Introduction

Responding to the crisis of the Corona Virus outbreak, and leading organizations, in the most uncertain business environment, where no one and nothing is certain has been the biggest challenge to leaders in every organization, big or small. Leadership did not have to be changed overnight, leaders needed to go within and sensitize themselves to feel and listen to what is happening to them and to people who are connected to them at work. The new leadership in the times of disruption entailed getting organised remotely with network of teams, displaying a calm and optimistic demeanour, enabling decisions in the times of absolute uncertainty, communicating sensitively and empathizing with people's loss, fears and challenges.

Objective of the Research

1. To explore the changed corporate leadership in organizations
2. To understand how leaders need to motivate people to perform in difficult times.

As the world is coming to a new normalcy, with the aftermath of the pandemic, with the on and off lockdowns, socializing and social distancing and travel bans, new dynamics in leadership are emerging. This leadership entails navigating in unfamiliar territories, without a plan, or a map. The demands and expectations placed on the leader have not changed, only raised to another level. There is a shift in the paradigms of Leader and Leadership. Old models of incorporating fear, control and authority become invalid in the times of disruption. Leadership is now from a new mindset that anchors, informs, empathizes and goes within to make sense of the environment. Leadership cannot undergo an overnight change, it has to be enhanced and be immersed in the situation to understand what works the best. Some of the new practices that leaders have followed in the times of disruption are discussed below:

Extending support to employees to manage changed work systems: One of the biggest challenges in the times of disruption was the changed work system, which came overnight and left employees to figure out how they are going to work, without training or discussion. Even industries which could never have imagined working remotely had to. Leaders supported and encouraged employees to be mindful of the crisis and work, be agile and flexible, unlearn and re-learn. Support not only in terms of work, but an emotional support for employees who face uncertainty, sickness in the family.

Communicate: Communication is the key to success in the times of disruption. Clear transparent communication between the leader and employees is necessary. It is a need of the leader and the employees, both. At the time of crisis communication become vital to survival. Employees expect regular, timely and truthful communication from their leaders in the times of disruption.

Work, the priority: Leaders encourage employees to focus on work in the times of disruption. Attaining perfection becomes secondary, leaders choose an approach which propels employees to move forward, be flexible and understand and analyse their moves.

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MANAGEMENT STUDENTS' PERCEPTION ABOUT ONLINE LEARNING DURING COVID-19- LOCKDOWN

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ABSTRACT

Online learning has gained importance these days due to the emergence of the latest technology available at the hands of learners. The pandemic caused due to COVID -19 has forced each one of us to take a hands on trial on this. As the schools and colleges were shut to indefinite period the completion of the syllabus and transfer of the knowledge to the students was a great challenge to all the educational institutions. Online classes can to some extent replicate our physical classrooms and provide an enriching teaching and learning experience. The attempt was made to study the perception of students towards online learning during COVID-19. 128 management students' survey was conducted. Findings revealed that most of the students have access to technology. Usage of Zoom cloud meeting, Google Classroom and YouTube video surfing has increased during lockdown. Students faced challenges like lack of face to face interaction with teachers, inconvenience in clearing their doubts, the level of distraction while online learning as compared to classroom. Research suggests that to make the online sessions interesting and increase the involvement of students, teachers need to come out with certain creative solutions. Digital learning cannot be the permanent alternative to face to face learning.

Keywords: COVID -19, Lockdown, Online learning, Pandemic.

I) INTRODUCTION

Within the last few years the progressive changes have been witnessed in the concept of traditional education. Being physically present in a classroom is not the only learning option anymore. According to a 2011 study by the Online Sloan Consortium (Online Learning Consortium) US is the undisputed leader in online education. India started the concept of distance education in 1985 by opening "Indira Gandhi National Open University."

Now when in the beginning of the year 2020, this Coronavirus pandemic devastated most of the businesses from retail, petroleum, automobile, agriculture etc, how can the education sector be eliminated from this?

In most of the countries schools and colleges started shutting down since February. In India the process of shutting down the schools and colleges started from mid March. Lockdown has created uncertainty in the whole education process. So it becomes imperative to find out the immediate solution to this problem.

UNESCO has estimated that around 1.26 billion children or 70 percent of children around the world have had their education interrupted because of the pandemic and a large number of these children are from what UNESCO calls the "low tech or no tech" phase, with India contributing 300 million of the 1.26 billion children. To deal with this situation UNESCO has come up with a variety of solutions. UNESCO is working with ministries of education in affected and concerned countries to ensure continued learning for all children and youth through alternative channels. In India even though it was a difficult task for teachers and students to switch from traditional teaching methods to digital way of teaching, most of the universities came up with online learning as a strong solution to this problem. However, the previous assumption that online learning was only a realistic option for tech-savvy teachers has been swept away, to "reach out to everyone at the same time", (Holliday). According to Professor Sahana Murthy (IIT, BOMBAY) one way in which online teaching could be implemented is through the LCM Model, which focuses on a "learner-centric approach towards the designing and conducting of online courses. For India to make an effective shift to online platforms for education, it needs to address the power supply issues as soon as it can, enable a shift in mindset towards online teaching and learning and conduct robust training for faculty and students on ed-tech tools. (Ashwin Fernandes)

II) REVIEW OF LITERATURE

(Bali & Liu, 2018) examined the issues of student perception toward online learning and face-to-face learning in the context of social presence, social interaction, and satisfaction in Indonesia Open University, Taiwan branch. The comparison of the online group and the face-to-face group conducted to explore student-learning perceptions regardless of the course delivery method and the online environment. This study indicates that face-to-face learning perception was higher than online learning. However the level in the university does not have influence on online learning and face-to-face learning. Meanwhile, some students were very comfortable in online learning since it led them to the chance to be innovative by using computer technology.

(Singh & Rathod, 2019) studied adaptation of e-learning and an alternative to traditional classroom courses. The paper attempted to determine the barriers and factors for adoption of e-learning as a supplement as well as an alternative to traditional face-to-face learning. Author studied the literature from different perspective, users as technology adapters, users as learners and users as



A REVIEW ON CONSUMER PROTECTION ACT IN INDIA: CHALLENGES AND APPROACH

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Abstract

Consumers are the most populous economic segment in any country. They serve as the focal point for all economic activity. The ultimate goal of production, storage, and distribution is to ensure consumer happiness through ensuring consumption of commodities and services. Consumer awareness entails being aware of the various consumer production laws, redress mechanisms, and consumer rights, which include the right to health and safety protection from goods and services that the consumer purchases, the right to be informed about the quality, price, potency, purity, and standard of good, the right to choose the best from a variety of others, the right to seek representation if there is any grievance and the right to seek redemption. In 1986, the Consumer Protection Act was enacted to safeguard consumers from unfair trade practices. The Consumer Protection Act guarantees certain rights to every consumer. Every customer must be informed of his or her rights and responsibilities as a consumer. In the present study, an attempt was made to review the existing act, study the conventional features and challenges and suggesting way forward for mitigating the challenges.

Key words: Consumer rights, Consumer Protection Act 2019, consumer responsibilities.

Introduction

The consumer is the person who hires or obtains any services for a fee that has been paid and is partially secure or beneath any payment system. Client exploitation, on the other hand, has recently become exceedingly common. Shoppers are exploited in a variety of ways by a plethora of dominant and informed sources. Customers, on the other hand, must consider not only the commercial aspects of product sale and purchase, but also the health and safety aspects. Aside from that, people must remember their rights and duties as reasonable citizens, such as the value and quality of the products they use, the truthful value channels, product standardization, client Forums, and so on. As a result, client exploitation must be reduced by educating customers about their rights and how to proceed if they believe they have been misled. The market makes the majority of economic decisions in the globalization, relief, and privatization age. Though the government has withdrawn from many economic activities, it frequently intervenes when the market mechanism fails to provide goods and services to the people due to structural rigidities in the economy and other issues. Consumption is one of the important economic activities that requires constant government intervention because the market is unable to drive customers' security and welfare features. Customers, on the other hand, must consider not only the commercial aspects of product sale and acquisition, but also the health and safety aspects. Aside from that, people must remember their rights and responsibilities as rational citizens.

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A COMPARATIVE STUDY OF SAVING & INVESTMENT PATTERN OF GENERATION X & Y INDIVIDUALS

□ Namrata H. Deshmukh*
Dr. Hatim Fakhruddin Kayumi**

ABSTRACT

Savings and investments are considered to be the crucial components for the economy however, for the millennials it is like a balancing act where they have to manage their investments along with the heavy spending due to the changes in lifestyle. On the other end there is Generation X who knew the importance of savings and investments but their inclination was on the traditional instruments. The paper investigates the comparison in terms of the Savings & investment pattern of Generation X & Generation Y with reference to the proportion, overall pattern and horizon of their savings and investment. There is a further analysis done on the factors affecting savings and investments for both the generations which is found to be similar. There are various financial instruments and selecting the best fit based on an individual's financial goals is very much necessary. The comparative analysis in term of the choice of the investments alternatives is conducted in case of Gen X & Gen Y individuals of Nashik District.

Keywords : Savings, investments, Gen X, Gen Y and financial goals

1. Introduction :

The Gross Savings rate in India was 37.8%, the highest since 1951 which started its southwards journey since 2008 and is presently at 30.1% (March 2019). Whereas, India's Investment accounted for 21.4 % of its Nominal GDP in June 2020, compared to 28.6 % in the previous quarter. The reason of this fall is majorly because of the decline in household savings rate. The Savings and Investments are considered to be the pillar for the strong capital formation of any country's economy. The growth and its future of the country solely lies in its Savings rate. Likewise, the growth & development of the country's economy also lies in the hands of its Youth. Specifically a country like India, where Millennials form the largest generation i.e. almost 64% of the total population belong to the age group of 20-35 years. They are both the beacon of hope as well as concern in case their skills are not properly utilized or they lack in adequate financial literacy both. With more

and more dynamic investment options available, individuals get confused while making their investment decision. Moreover, with rising income, inflation and cost of living has also increased that has created difficulties in striking a right balance between saving and spending. What was called a luxury for Gen X have become a necessity for Millennials and with ease of installments and easy EMIs of loans, they face more problems in making investments to fulfill their financial goals.

2. Literature Review :

There are numerous studies on Investor's behaviour worldwide. Researchers have worked on various factors that influences investor's decision. There are studies on investment pattern of individuals which are mentioned below:

- Bhushan (2014) have examined the awareness level & investment behaviour of salaried individuals towards financial products and found

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**RELATIONSHIP BETWEEN MARITAL STATUS AND FACTORS CAUSING
STRESS AMONG ACADEMICIANS OF PRIVATE UNAIDED DEGREE COLLEGES
IN MAHARASHTRA STATE: A DESCRIPTIVE STUDY**

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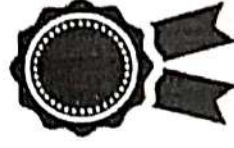
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RELATIONSHIP BETWEEN MARITAL STATUS AND FACTORS CAUSING STRESS AMONG ACADEMICIANS OF PRIVATE UNAIDED DEGREE COLLEGES IN MAHARASHTRA STATE: A DESCRIPTIVE STUDY

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A) Abstract

Today's modern era is considered as the age of stress. Everyone has some or the other stress with varying degree that each one avoids, but it cannot be avoided or passed on to others. Teaching is considered among one of the most stressful occupations in the world. The present study aim to find relationship between marital status and factors causing stress among academicians teaching in private unaided colleges and educational institutions offering degree programmes located in Maharashtra state. Primary data was collected using structured questionnaire from 921 academicians. These academicians were selected using convenience sampling method. The hypothesis formulated was analyzed using chi square test. The result revealed that there existed significant relationship between marital status of academicians and different factors causing stress. This research paper was outcome of Minor Research Project sanctioned and financially supported by the Indian Council of Social Science Research (ICSSR), New Delhi.

Keywords: Academicians, Marital Status, Stress, Private Unaided Colleges, Maharashtra

B) Introduction

The word *Stress* is defined as the state of psychological disequilibrium in human being caused by conflicts, frustrations, internal as well as external strains and pressures. The word stress is derived from a Latin word '*stringere*' that means 'to be drawn tight'. The concept was first coined by *Hans Seyle* in 1936, who defined stress as 'the non-specific response of the body to any demand for change'. Stress is the reaction of body to a change that requires a physical, mental or emotional adjustment or response. The term stress is assigned to different range of human responses to various extreme effects. In general, stress is thought of in negative terms or something bad. According to *Sarh Basu* (2009), 'stress is a subjective feeling or tension experienced in physical, mental and emotional realms as a response to environmental events that are perceived as threatening.' However, there are some positive and pleasant aspects of stress as well that are result of good things like promotion or additional responsibilities.

Even though the phenomenon of stress exists since ancient times, the effort to study stress systematically was started in second half of 20th century. Today's modern era is considered as the age of stress. Everyone has some or the other stress with varying degree that each one avoids, but it cannot be avoided or passed on to others. As the organization grows, it becomes more complex. Thus, the volume and magnitude of stress also increases.

A Teacher is considered to be an important pillar in developing a successful education system. A teacher who is fully satisfied from work can fulfill duties efficiently, professionally and successfully. Such stress-free teachers usually have right approach, positive attitude and commitments towards teaching. But if a teacher is under stress, he/she cannot work effectively and forms negative approach towards work. High levels of long lasting stress are not only dangerous to health of concern teacher, but also to the well-being of students' community and functioning of entire institution. According to *Hansen and Sullivan* (2003), certain factors like increased workload, longer hours of working, inter-personal relations, lower salary, lack of job security, etc. results in higher levels of stress in an educational organization. All these factors leads to ill-health, higher absenteeism, lack of enthusiasm, depression, poor relations, disappointments and high employee turnover.

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C) Literature Review

- *Santhosh* (2011) conducted study highlighting mean scores of stress of male teachers were more than that of female teachers. Teachers with lesser experience had observed less mean score than teachers with more experience. Teachers that factors like reward & recognition system, organisational culture and organisational process had significant influence on stress among teachers teaching in higher education sector.
- *Jeffrey Childs Beers* (2012) studied stress related to teachers. The goal of research was to examine whether the coping process utilized by teachers (including reported demands, appraisals, ways of coping, resolutions and post-coping assessment) differed at different stages of career. A series of Chi-square analyses to explore whether there is an



AN EMPIRICAL STUDY ON CHALLENGES AND OPPORTUNITIES OF GREEN MARKETING IN DAIRY INDUSTRY WITH SPECIAL REFERENCE TO AHMEDNAGAR DISTRICT

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Abstract

Global warming had been in news since last decade. Scientists are working vigorously to reduce the effect of global warming. Consumers are also aware of ecological and environmental problems created by the various organizations. They demand products and services that not only safe for them but also environmentally safe. Thus there is a need for Green Marketing Practices. Dairy products come under essential commodity and related to health. In Maharashtra due to economic growth and disposable income resulted in milk consumption and production of milk. This paper examines challenges and opportunities of green marketing and its practices adopted by dairy industries located in Ahmednagar District of Maharashtra. The objective of this paper is investigated green marketing practices and its challenges and opportunities in dairy Industry. Paper is descriptive in nature and empirical data is analyzed to statistically to generalize findings. The paper also describe the reason why dairy industries are adopting it and concludes that green marketing is something that will continuously grow in both practice and demand.

Key words: Green marketing, challenges, opportunities, customers, dairy industry, green milk products, etc.

Introduction

Green marketing is the marketing of products that are presumed to be environmentally safe, that means it refers to the process of selling products and services based on their environmental benefits. Green marketing strategies are adopted by the companies for protecting and securing the environment in this Liberalization, Privatization and Globalization era. With the help of Green Marketing, organization can change the consumer perception, attitude towards the Brand, and that time every organization or firm will change their policies and practices with regards to the product which is environment protected. Nowadays Green marketing has become a global concept for protecting the earth from the damage. Implementing green marketing saves the earth's resources in production, packaging, and operations. Businesses are showing consumers they too share the same concerns, boosting their credibility. Divergent aspects of green marketing include ecologically safer products, recyclable and biodegradable packaging, energy-efficient operations, and better pollution controls. India has been the leading producer and consumer of dairy products worldwide since 1998 with a sustained growth in the availability of milk and milk products. Dairy activities form an essential part of the rural Indian economy, serving as an important source of employment and income. India also has the largest bovine population in the world. However, the milk production per animal is significantly low as compared to the other major dairy producers. Moreover, nearly all of